provided that no such permit shall be issued by the State Roads Commission, if the maintenance, construction or erection of such advertisement would injuriously affect the safety of public travel on State highways by dangerously obstructing the clear view of the highway by one operating a motor vehicle thereon, and provided further that nothing herein contained shall be construed to confer upon the State Roads Commission the power to issue any such permits for the maintenance, construction or erection of any such advertisement within any area over which the General Assembly of Maryland has conferred zoning powers in any board or body unless the application for the permit provided for in this section shall be accompanied by a certificate which satisfies the State Roads Commission that the said board or body in whom such zoning powers are vested has approved of the maintenance, construction or erection of said advertisement as applied for. The minimum fee for any permit issued as provided for in this section shall be one dollar (\$1.00).

Permits may be renewed from time to time for a term or terms of one year each upon payment of the fee due as provided for in this section, and may be granted at any time during a calendar year, to expire on the thirtieth day of April, following, upon compliance with the terms of this section, and payment of such proportion of one-half of one cent (½ of 1 ct.) a square foot of each billboard or other structure or advertisement to be used as aforesaid, as the unexpired portion of the year bears to a full year, provided that the minimum fee shall in no case be less than one dollar (\$1.00).

278. The name and post office address of the person, firm or corporation owning any billboard or structure, or other advertisement, or controlling the same for advertising purposes, shall be plainly inscribed thereon. Permits shall be numbered consecutively, and each billboard or other structure used for advertising purposes, shall show the number and expiration date of the permit.

No permit shall be required in order to erect, maintain or use any billboard or other structure on real estate exclusively to advertise the same for sale or to let; nor to erect, maintain or use the same on the building or structure or within one hundred feet of such building or the entrance thereto, where the business advertised is carried on, or to advertise exclusively